

South Carolina Statewide Lodging Outlook Report
September 2016

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: September 2016	September 2016	% Chg	September 2016	% Chg	September 2016	% Chg	% Chg	% Chg	% Chg
United States	68.8%	1.6%	\$127.07	3.9%	\$87.40	5.6%	7.3%	1.6%	3.3%
South Atlantic**	65.4%	3.3%	\$112.88	4.3%	\$73.86	7.8%	9.2%	1.3%	4.7%
South Carolina	65.0%	2.3%	\$108.40	4.3%	\$70.48	6.7%	7.7%	0.9%	3.3%
Year-to-Date: January through September 2016	Jan-Sep 2016	% Chg	Jan-Sep 2016	% Chg	Jan-Sep 2016	% Chg	% Chg	% Chg	% Chg
United States	67.1%	0.0%	\$124.53	3.2%	\$83.57	3.2%	4.8%	1.5%	1.5%
South Atlantic**	68.5%	0.6%	\$121.24	3.0%	\$83.09	3.6%	4.9%	1.3%	1.8%
South Carolina	66.2%	2.6%	\$112.86	3.6%	\$74.68	6.4%	7.3%	0.9%	3.5%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		October 2016	November 2016	December 2016
STR, Inc. <i>From July 2016 Forecast Report</i>	Occupancy Forecast	63.8%	54.7%	47.4%
	% Chg vs same month in 2015	2.1%	-0.8%	-1.4%
TravelClick <i>From Bookings as of 09/30/16</i>	Occupancy from Current Bookings	30.4%	10.7%	3.9%
	% Chg vs same month in 2015	11.5%	9.4%	8.6%

Source: STR, Inc. and TravelClick